Amendment to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1. (currently amended) A method of enabling dynamic aggregation of content from a plurality of content providers, said method comprising:

defining a template ~~document~~ having a plurality of display areas;

receiving a reference from a content provider, said reference identifying content hosted by the content provider, said content provider having a content provider identifier associated therewith;

associating the received reference with a display area identifier related to at least one of the plurality of display areas in the defined template ~~document~~; ~~and~~

creating a document from the defined template;

associating ~~storing~~ the associated reference, the display area identifier, and the content provider identifier with the created document; and

storing the created document in a memory area.

Claim 2. (original) The method of claim 1, further comprising:

receiving a request for the document, said request comprising the content provider identifier;

responsive to the received request, retrieving the stored reference and display area identifier based on the content provider identifier; and

inserting the retrieved reference into the document based on the retrieved display area identifier.

Claim 3. (original) The method of claim 2, further comprising sending the document with the reference to the content provider.

Claim 4. (original) The method of claim 2, further comprising sending the document with the reference to a client computing device, wherein an application program executing on the client computing device renders the document with the reference by retrieving the content from the

content provider via the reference and displaying the retrieved content in the display area identified by the display area identifier.

Claim 5. (currently amended) The method of claim 1, wherein defining the template ~~document~~ having the plurality of display areas comprises defining a web page having a plurality of frames.

Claim 6. (original) The method of claim 5, wherein receiving the reference from the content provider comprises receiving a hyperlink from the content provider.

Claim 7. (original) The method of claim 1, wherein one or more computer-readable media have computer-executable instructions for performing the method recited in claim 1.

Claim 8. (currently amended) A method of enabling dynamic aggregation of content from a plurality of content providers, said method comprising:

defining a template document ~~web page~~ having a plurality of frames;

receiving a hyperlink from a content provider, said hyperlink identifying content hosted by ~~associated with~~ the content provider, said content provider having a content provider identifier associated therewith;

associating the received hyperlink with a frame identifier related to one of the plurality of frames in the defined template document; ~~web page; and~~

creating a web page from the defined template document;

associating ~~storing~~ the associated hyperlink, the frame identifier, and the content provider identifier with the created web page; and

storing the created web page in a memory area.

Claim 9. (original) The method of claim 8, further comprising:

receiving a request for the web page, said request comprising the content provider identifier;

responsive to the received request, retrieving the stored hyperlink and frame identifier based on the content provider identifier; and

inserting the retrieved hyperlink into the web page based on the retrieved frame identifier.

Claim 10. (original) The method of claim 9, wherein receiving the request comprises receiving a dynamic uniform resource locator having the content provider identifier as a query string parameter.

Claim 11. (original) The method of claim 9, further comprising sending the web page with the hyperlink to the content provider.

Claim 12. (original) The method of claim 9, further comprising sending the web page with the hyperlink to a client computing device, wherein a web browser executing on the client computing device renders the web page with the hyperlink by downloading the content from the content provider via the hyperlink and displaying the downloaded content in the frame identified by the frame identifier.

Claim 13. (currently amended) The method of claim 8, wherein defining the template document web page comprises defining the template document web page using a hypertext markup language.

Claim 14. (original) The method of claim 8, wherein one or more computer-readable media have computer-executable instructions for performing the method recited in claim 8.

Claim 15. (currently amended) One or more computer-readable media having computer-executable components for enabling dynamic aggregation of content from a plurality of content providers, said components comprising:

a template component to define a template document having a plurality of display areas;

an interface component to receive a reference from a content provider, said reference identifying content hosted by the content provider, said content provider having a content provider identifier associated therewith, said interface component further adapted to associate the received reference with a display area identifier related to at least one of the plurality of display areas in the template document defined by the template component; and

a memory component to <u>create a document from the template defined by the template component, and to</u> store the reference, the display area identifier, and the content provider identifier <u>with the created document</u> in a memory area.

Claim 16. (original) The computer-readable media of claim 15, wherein the interface component is further adapted to receive a request for the document, said request comprising the content provider identifier.

Claim 17. (original) The computer-readable media of claim 16, wherein the memory component, responsive to the request received by the interface component, is further adapted to retrieve the stored reference and display area identifier based on the content provider identifier.

Claim 18. (original) The computer-readable media of claim 17, further comprising a generation component to insert the reference retrieved by the memory component into the document based on the display area identifier retrieved by the memory component.

Claim 19. (original) The computer-readable media of claim 18, wherein the interface component is further adapted to send the document with the reference inserted by the generation component to a client computing device, wherein an application program executing on the client computing device renders the document with the reference by retrieving the content from the content provider via the reference and displaying the retrieved content in the display area identified by the display area identifier.

Claim 20. (original) The computer-readable media of claim 15, wherein the template component is further adapted to define a web page having a plurality of frames.

Claim 21. (original) The computer-readable media of claim 15, wherein the interface component is further adapted to receive a hyperlink from the content provider.

Claim 22. (currently amended) A system for enabling dynamic aggregation of content from a plurality of content providers, said system comprising:

a first memory area to store a <u>template</u> ~~document~~ defining a plurality of display areas;

a second memory area to store a plurality of references each identifying content <u>hosted by</u> ~~associated with~~ a content provider, wherein each of the plurality of references is associated with one of the plurality of display areas in the <u>template</u> ~~document~~ stored <u>in</u> [[by]] the first memory area; and

a computing device to <u>create a document from the template stored in the first memory area and to</u> dynamically insert each of the plurality of references stored in the second memory area into the associated display area of the <u>created</u> document ~~stored in the first memory area~~ responsive to a request for the document.

Claim 23. (original) The system of claim 22, wherein the computing device is further adapted to send the document with the plurality of references to a client application program responsive to a request for the document.

Claim 24. (original) The system of claim 23, wherein the client application program executes to retrieve the content via the references and to render the content in the document.

Claim 25. (original) The system of claim 22, wherein the document comprises a web page, wherein each of the references comprises a hyperlink, and wherein each of the display areas comprises a frame.

Claim 26. (original) The system of claim 22, wherein one of the plurality of references comprises a reference to a user authentication service.

Claim 27. (original) The system of claim 22, wherein each of the plurality of references identifies content from a different content provider.

Claim 28. (original) The system of claim 22, wherein the content identifies the content provider associated therewith.

Claim 29. (original) The system of claim 22, wherein the content comprises one or more of the following: text, graphics, audio, and video.

Claim 30. (currently amended) A web service for cobranding a login user interface, said web service comprising:

a template document web page defining a plurality of frames;

a plurality of hyperlinks each identifying content hosted by associated with a content provider, wherein each of the plurality of hyperlinks is associated with one of the plurality of frames defined in the template document web page, wherein the content for one of the plurality of hyperlinks includes a user name text box and a password text box; and

computer-executable instructions to dynamically create a web page from the defined template document and to insert each of the plurality of hyperlinks into the associated frame in the created web page responsive to a request for the web page.

Claim 31. (currently amended) The web service of claim 30, wherein the computer-executable instructions, when executed, send the web page with the plurality of hyperlinks to a client responsive to a request for the web page document from the client.

Claim 32. (original) The web service of claim 31, wherein the client comprises an application program or a computing device or both.

Claim 33. (original) The web service of claim 31, wherein the client retrieves the content identified by each of the hyperlinks and renders the retrieved content in the associated frames in the web page.

Claim 34. (original) The web service of claim 30, further comprising another plurality of hyperlinks each identifying content associated with another content provider, and wherein the computer-executable instructions execute, responsive to a request from the another content provider, to dynamically create another web page from the defined template document and to

retrieve the another plurality of hyperlinks and to insert the retrieved another plurality of
hyperlinks into the associated frames in the <u>another</u> web page.